

Cultural Heritage Management

European Institute of Innovation, Entrepreneurship and Technology
Lessingstraße 79, 13158 Berlin, Germany

Mahmoud Abdou| Berlin

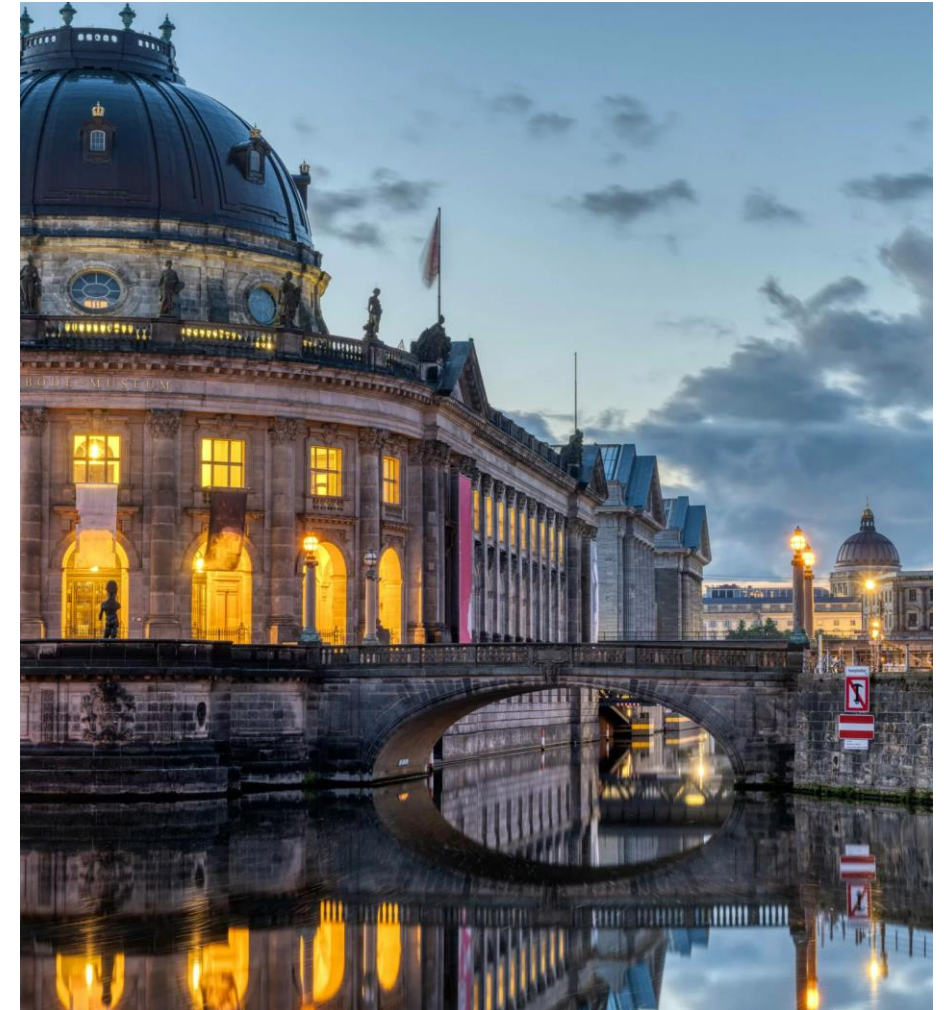


**Lessingstraße 79,
13158 Berlin, Germany
Phone: +49 30 233618555
Fax: +49 30 233618556
Email: info@eiiet.com**

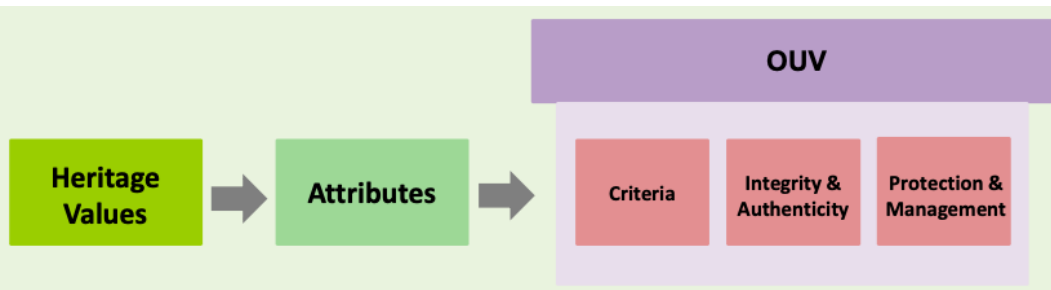
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Outline

1. On the Meaning of Value and OUV
2. Value Assessment in the HIA
3. Values and Value Typologies
4. Value Assessment Methodology
5. Linking Values-Attributes: The Case of Zee Ain Heritage Village, Saudi Arabia



1- On the Meaning of Value



- “Values often evoke dual parallel senses: first, as morals, principles or other ideas that serve as guides to action (individual and collective); and second, in reference to the qualities and characteristics seen in things, in particular the positive characteristics (actual and potential)”.
- Heritage value in a narrow sense is “a set of positive characteristics or qualities perceived in cultural objects or sites by certain individuals or groups”.

2- Value Assessment in the HIA

Scoping: What Should Be Assessed?

The World Heritage property, its values and attributes → <i>Section 6.6</i>	● Statement of Outstanding Universal Value (available online in most cases) ● Preliminary identification of tangible and intangible attributes that convey the OUV ● Summary of the World Heritage property's other heritage/conservation values of national or local importance, particularly those which: • have strong interdependencies with the OUV • might also be impacted by the proposed action • are essential to management and protection of the World Heritage property ● Areas where information needed to inform the assessment is missing
Policy context → <i>Section 6.6</i>	● Legal provisions, policies, decision-making frameworks and standards relating to heritage ● Consistency of the proposed action with existing legal provision, governance arrangements and the management system for the World Heritage property

2- Value Assessment in the HIA

Scoping: What Should Be Assessed?

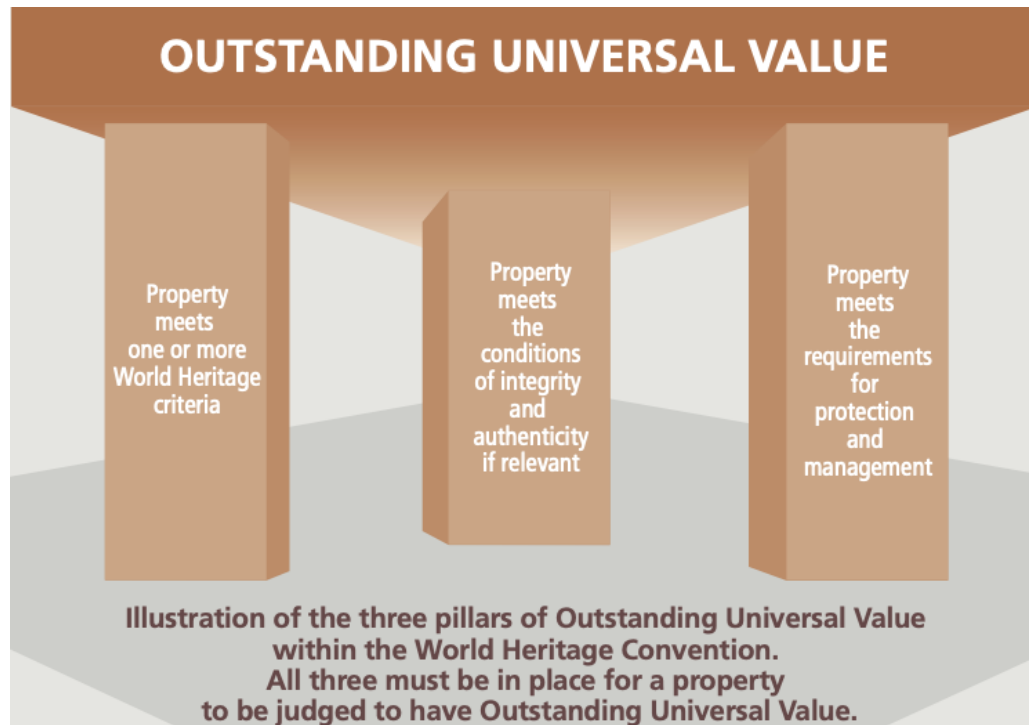


- Attribute Mapping Helps To:

- Establish the heritage baseline
- Understand site values
- Identify heritage significance
- Support management and conservation
- Assess impacts more accurately

2- Value Assessment in the HIA

Attributes and Outstanding Universal Value (OUV)



- Relationship Between Attributes and OUV

- Every World Heritage Site Has:

- Heritage values
- Outstanding Universal Value (OUV)

- Attributes:

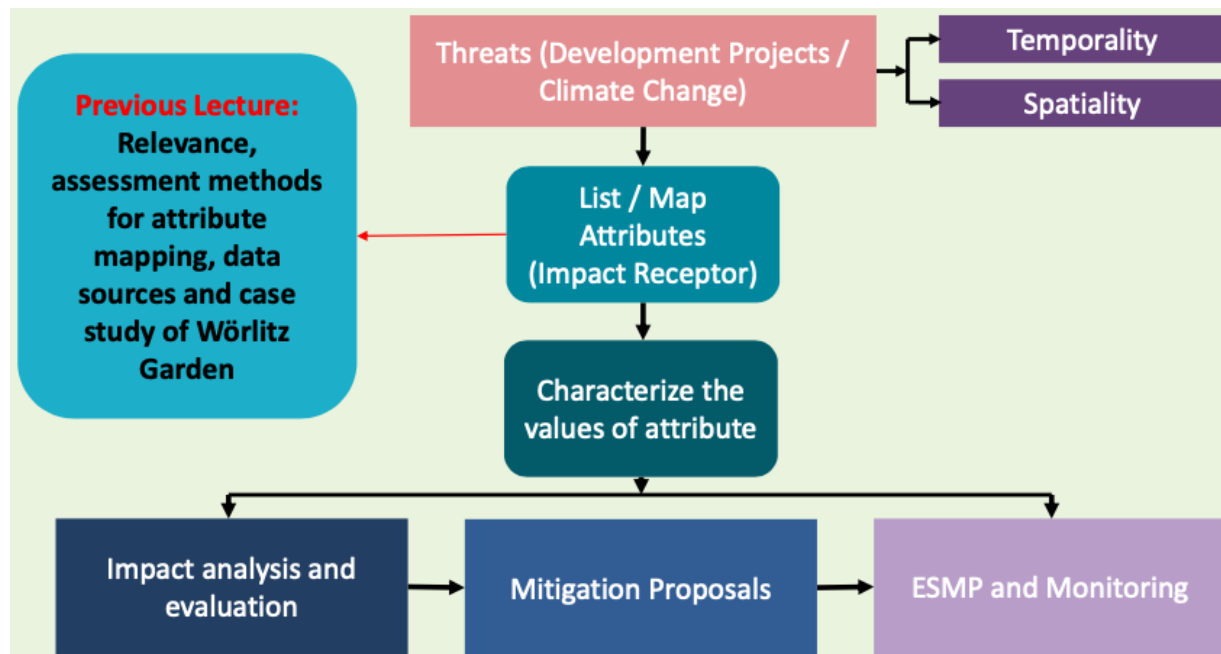
- Convey heritage values
- Express OUV physically or conceptually

- Attributes Can Be:

- Tangible
- Intangible

2- Value Assessment in the HIA

Attributes Support World Heritage Criteria



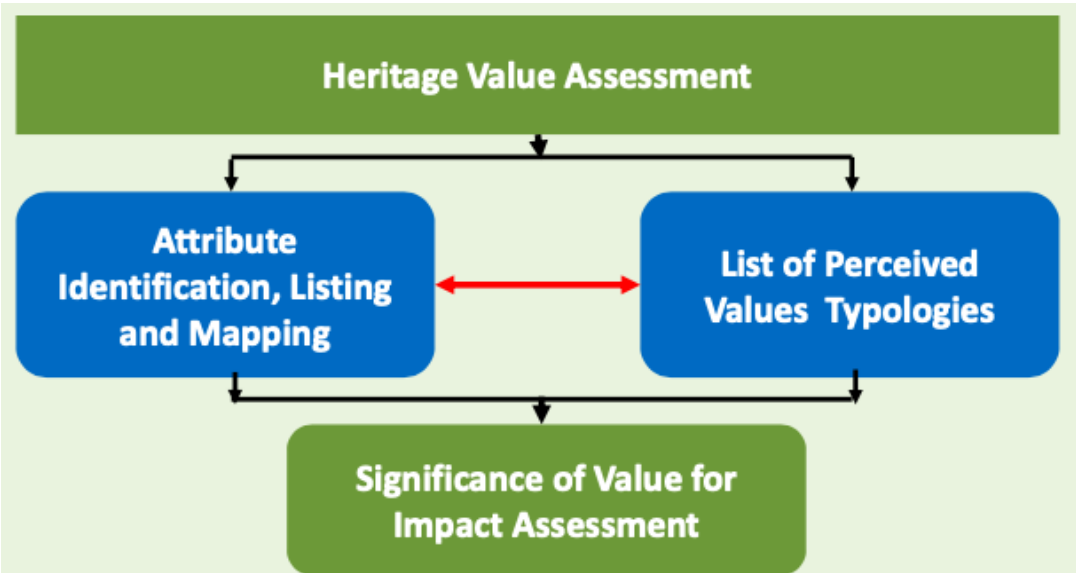
- Where Are Attributes Mentioned?

- Attributes Are Referenced In:

- UNESCO Operational Guidelines
- Authenticity discussions
- Integrity discussions

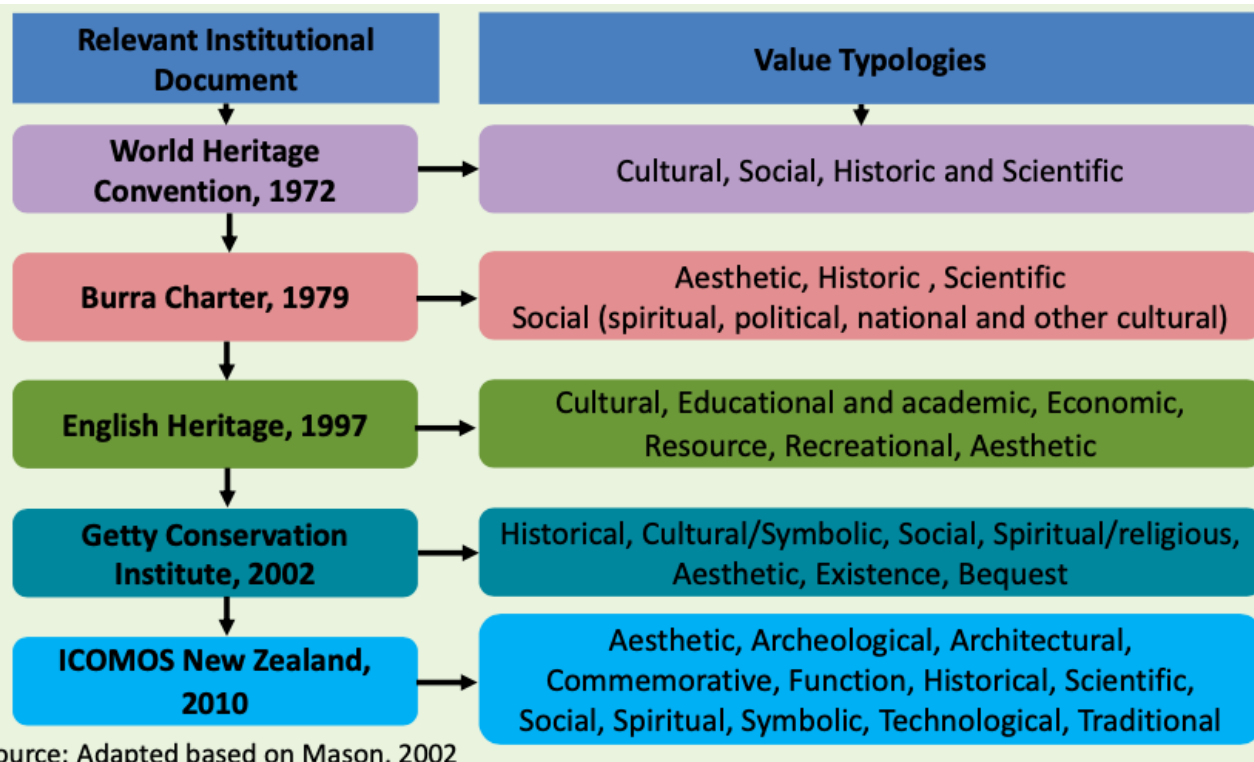
3- Values and Value Typologies

- ‘....assessment of the values attributed to heritage is a very important activity in any conservation effort, since values strongly shape the decisions that are made’ (Mason, 2002, p. 5)
- The Basic construct of value assessment refers to two aspects: the object being evaluated and the name of the value assigned to it.



3- Values and Value Typologies

UNESCO Value Categories (1972)



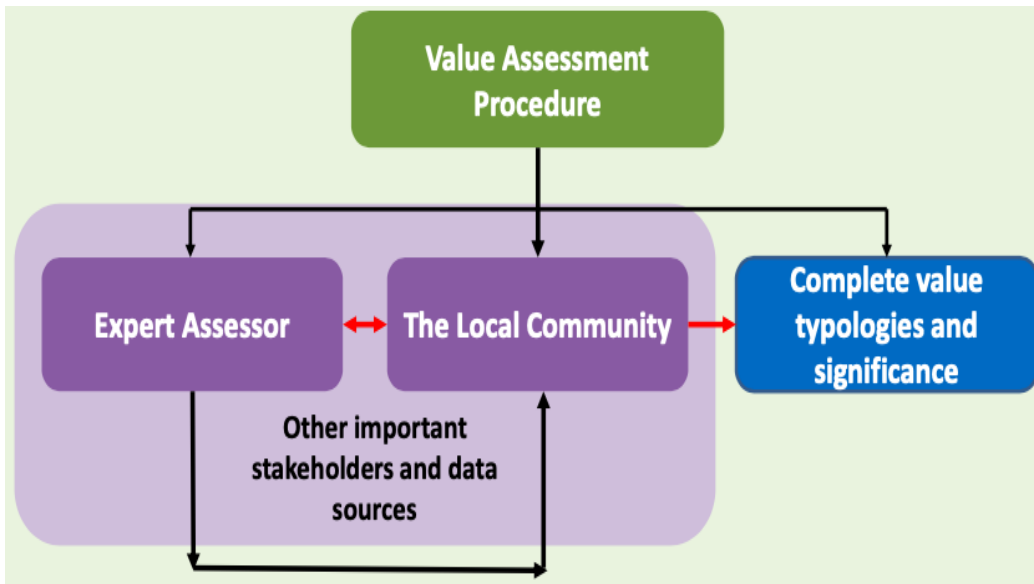
- World Heritage Convention identifies:

- Cultural Value
- Historical Value
- Scientific Value
- Social Value

-Later the category has been expanded to include numerous values.

4- Value Assessment Methodology

Value Assessment Methodology



- Experts

- Heritage specialists
- Researchers

- Stakeholders

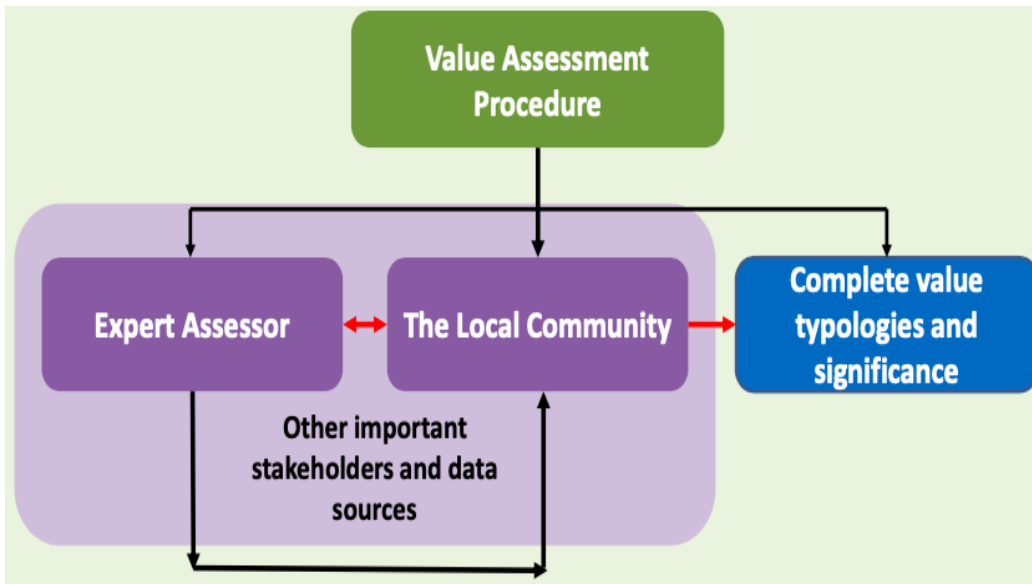
- Local communities
- Site managers
- Government agencies

-Value assessment should be participatory.

4- Value Assessment Methodology

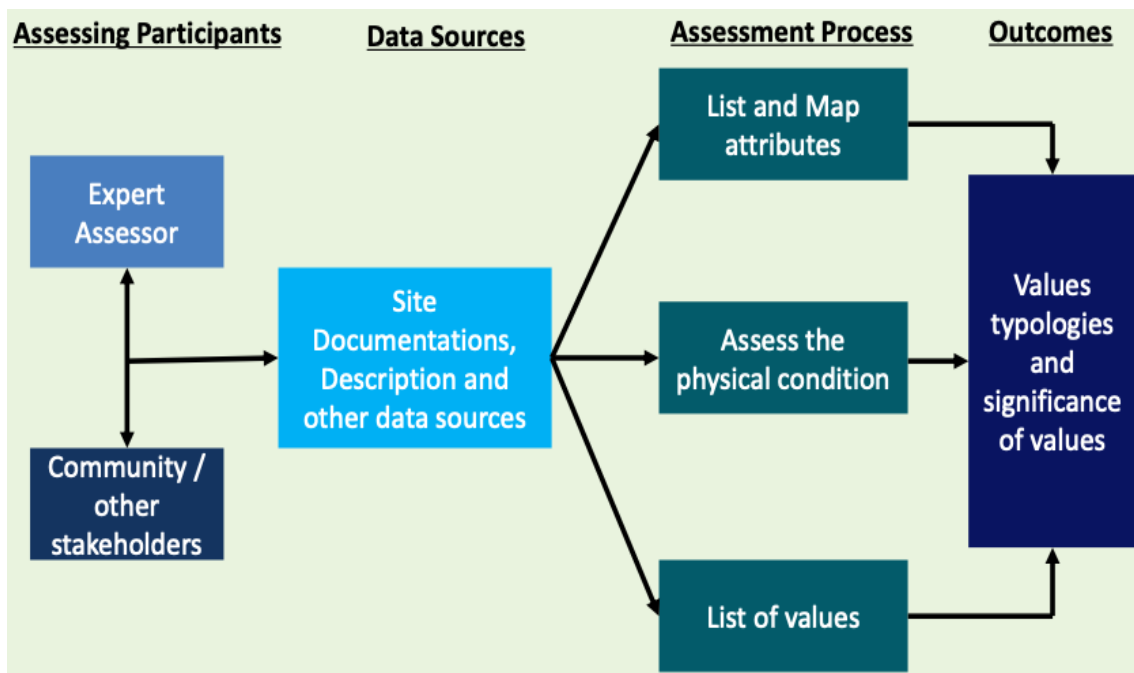
Why Community Participation Matters

- Expert opinion alone is insufficient.
- Community involvement helps identify:
 - Local meanings
 - Social values
 - Intangible values
 - Living heritage



4- Value Assessment Methodology

Data Sources for Value Assessment



- Documentary Sources

- Nomination Files
- SOUV
- Advisory Body Reports
- Management Plans
- Conservation Plans

4- Value Assessment Methodology

General Methodological Framework



Assessing the Values of Cultural Heritage

Research Report
The Getty Conservation Institute, Los Angeles

- Additional Sources for Attribute Identification

- Scientific Sources

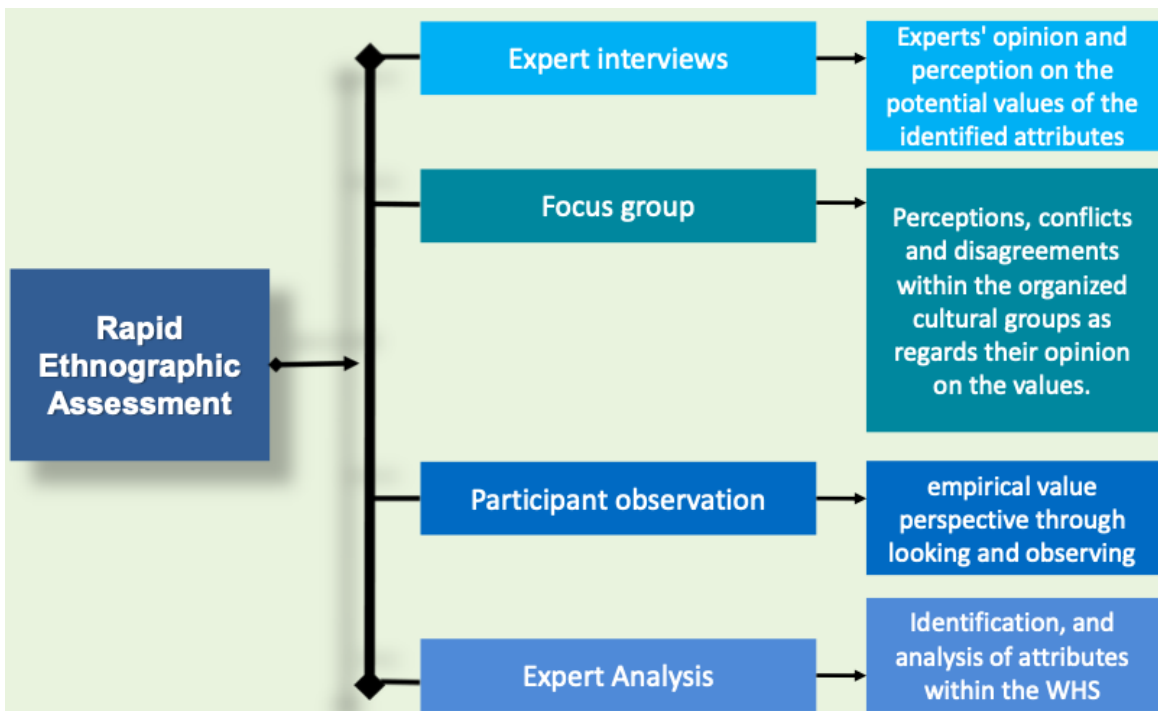
- Books
- Articles
- Research reports
- Inventories

- Non-Scientific Sources

- Travel journals
- Paintings
- Historic maps
- Postcards
- Poetry
- Oral histories

4- Value Assessment Methodology

Rapid Ethnographic Assessment



- Useful because:

- HIA timelines are often short
- Captures community perspectives
- Supports identification of intangible values

4- Value Assessment Methodology

Determining Value Significance



The value of heritage attributes are assessed based on:

- Statutory designations (international, national, regional)
- National research priorities and agendas
- Ascribed values (cultural, social, historical, aesthetic, scientific, etc.)

Assessment combines:

- Objective evidence
- Professional expertise and judgement

4- Value Assessment Methodology

Determining Value Significance

- Role of Professional Judgement

- Not all heritage values can be measured quantitatively.
- Expert interpretation is required to determine the overall importance of an attribute.
- Assessment should remain as objective and transparent as possible.

- The value of the asset may be defined using the following grading scale:

- **Very High; High; Medium; Low; Negligible; Unknown**

4- Value Assessment Methodology

ICOMOS HIA Guidance (2022)

- The value of a heritage attribute is assessed using professional judgement to determine its relative importance.
- Assessment may consider:
 - International, national, regional, or local significance
 - Contribution to Outstanding Universal Value (OUV)
 - Historical, cultural, scientific, social, and aesthetic values
 - Legal protection and designation status

4- Value Assessment Methodology

Determining Value Significance

ICOMOS HIA Guidance (2022)

Grade	Significance Level	Example
5	Very High	World Heritage properties; key attributes conveying OUV; resources of international importance
4	High	Heritage assets of national importance
3	Medium	Resources of regional significance
2	Low	Assets of local significance
1	Negligible	Little or no significant heritage interest
?	Unknown Potential	Insufficient information; further investigation required

4- Value Assessment Methodology

Determining Value Significance

Kerr, 2004

Significance Level	Justification	Example
Exceptional	features of exceptional/international significance	World Heritage core attribute conveying OUV
Considerable	features of considerable/national significance	National monument
Some	features of significance at regional level (individually or group value)	Regional cultural landscape feature
Limited	features of limited/local significance	Traditional local building
Unknown	features of unknown significance (lack of sufficient information)	Undocumented archaeological remains
No	features of no significance to the study area.	Modern feature unrelated to heritage values

2- The Importance of Attribute Mapping and HIA

Heritage Values vs Attribute Values



A- Heritage Values

- Overall OUV of the site

B- Attribute Values

- Relative importance of each attribute

- In HIA

- Different attributes may have:

- Different significance
- Different vulnerability
- Different management priorities

5- Linking Values-Attributes: The Case of Zee Ain Heritage Village

Description

It is among the most important **traditional villages in Al-Baha** region, and it was built on a **mountain top** featuring a unique **urban heritage organization** and **environmental configuration** and its picturesque view towards the **surrounding farms** that includes **312 houses**, and one **mosque**. The **houses** were built from polished stones, with multiple floors from two to four floors that are similar in terms of planning, dating back to the end of the 10th century AH/(1) 8th century CE. The village is further characterized by the presence of a permanent **water source** and **defensive fortification** surrounded by **mountains** on three sides.

5- Linking Values-Attributes: The Case of Zee Ain Heritage Village

Criterion (v): The Traditional Village of Zee Ain in Al-Baha is an outstanding example of a deliberately preserved **traditional settlement**, representative of a culture that has become vulnerable under the impact of irreversible change. This village, which developed mainly during the 10th century AH/8th century CE, not only represents the **architectural subgroup** within the Assir Region but also bears witness, for the Kingdom as a whole, to the traditional forms of **rural life** which were generally abolished by the agricultural revolution in the 20th century.

Criterion (iv): The Traditional Village of Zee Ain in Al-Baha is an outstanding example of **traditional human settlements** that are perfectly adapted to their environment and their social and economic raison d'être

5- Linking Values-Attributes: The Case of Zee Ain Heritage Village

A. Natural Setting and Landscape Attributes



	No.	Attributes
OUV Description / Values expression	1	Multi-Storey Stone Houses
	2	Mosque
	3	Fortifications
	4	Watch Towers
	5	Springs (Zee Ains)
	6	Water Distribution Channels
	7	Water Reservoirs and Ponds
	8	Traditional Irrigation System
	9	Fruit Orchards
	10	Agricultural Terraces

5- Linking Values-Attributes: The Case of Zee Ain Heritage Village

The WHS Elements	Attribute List	Associated Value	Value Significance	Justification
Architecture & Monuments	Stone tower houses	Historical, Architectural, Cultural, Authenticity Value	Very High	Core feature of the World Heritage nomination; unique mountain architecture conveying OUV.
Architecture & Monuments	Traditional Building Materials	Technological, Craftsmanship, Authenticity Value	Very High	Demonstrates vernacular engineering adapted to mountain terrain.
Architecture & Monuments	Historic village urban layout	Historical, Urban Planning, Social Value	Very High	Preserved settlement pattern reflecting traditional social organization.
Architecture & Monuments	Watchtowers	Historical, Military, Architectural Value	High	Important for security and historical protection of the settlement.
Architecture & Monuments	Village mosque	Religious, Social, Cultural Value	High	Historic religious and social center of the community.
Architecture & Monuments	Ancient Pathways and Stairways	Historical, Functional, Social Value	Medium	Essential circulation network and part of traditional village design.

5- Linking Values-Attributes: The Case of Zee Ain Heritage Village

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Landscape & Agriculture	Agricultural terraces	Cultural Landscape, Economic, Historical Value	Very High	Outstanding example of traditional mountain agriculture and land management.
Landscape & Agriculture	Ain Spring	Environmental, Cultural Landscape, Economic Value	Very High	The feature from which the village derives its name and survival.
Landscape & Agriculture	Irrigation channels	Technological, Agricultural, Historical Value	High	Demonstrates sustainable water management practices.
Landscape & Agriculture	Fruit Orchards	Historic agricultural practices and economic value	High	Historically linked to the local economy and agricultural identity
Intangible Heritage	Traditional Irrigation knowledge	Intangible, Technological, Agricultural Value	very High	Essential for maintaining terraces and water systems.
Intangible Heritage	Traditional craftsmanship skills	Intangible Heritage, Craftsmanship Value	High	Necessary for the conservation of traditional architecture.

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Thank you



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Phone: +49 176 55524449

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